Carnegie Mellon University Master of Arts Management Program
SYLLABUS: Presenting Performing Arts & Festivals – Spring 2018
Instructor: janera solomon

Course number: 93-812 A4 (6 units)
Times/Location: Thursdays 6:00PM – 8:50 PM, Hamburg Hall 1511
Office location: HBH 1118
Office hours: By appointment
Contact: / 412-268-8930

COURSE DESCRIPTION
The role of the arts in contemporary society is undergoing sweeping change. Presenters facilitate exchange between communities and artists through wide-ranging performance, and increasingly (hybrid art forms) and educational experiences. This course takes a look at changing world of presenting with a key focus on contemporary performance presenters, with diverse venues, including festivals as locus of activity in communities. This course will cover the fundamental aspects of the performing arts presenting in the U.S and abroad. By the end of the course, students will understand fundamental aspects of presenting and producing, including but not limited to: curating performance and programming a season; artist needs, negotiations and contracts; cultural exchange and diplomacy; accessibility and inclusion; and other topics unique to understanding the changing world of arts presenting.

I am looking forward to your enthusiastic and thoughtful participation.

LEARNING OBJECTIVES
 By the end of this class, students will be able to:
   Demonstrate a deeper understanding of trends affecting arts presenting regardless around the world
   Analyze and articulate the organizational challenges and opportunities specific to the presenting
   Identify the role of festivals in building audiences, communities and economic development
   Identify presenter networks and approaches to effective partnerships impacting the field

READINGS
Updated reading assignments will be posted to Canvas.

Book:
Dewey Lambert, Patricia and Williams, Robyn, Performing Arts Center Management, Routledge Research in Creative and Cultural Industries Management, 2016

Other chapter excerpts: (to be available on Canvas)


National Endowment for the Arts: *Celebration! A Look at the Art of the Festival. NEA Arts Number 3,* 2011.


Additional selected articles and materials:
- Canada Council for the Arts: *Presenters Handbook*
- National Endowment for the Arts: *Celebration! A Look at the Art of the Festival. NEA Arts Number 3,* 2011.

**GUEST SPEAKERS**

Guest speakers are practitioners in the field who will participate in this course to present their experiences for student inquiry, critique and understanding.

**READINGS AND DISCUSSIONS**

This course consists of lectures, guest speakers, discussions, and individual assignments. The majority of our time will be spent in lively discussion. It includes being an active contributor to class discussions, engaging with our guest speakers, sharing relevant news items, as well as preparation for and meaningful involvement in class and online activities. There will be multiple guest speakers in this course.

The intention is to allow you the opportunity to discuss what you are reading, or the information shared by the guest speakers, with each other in order to deepen your understanding of the nature of the current environment for arts presenting.

**ENGAGING CONTEMPORARY ISSUES IN THE ARTS**

There are now proliferations of websites/blogs available that examine many of the important issues affecting arts presenting today.

Research and then subscribe to a blog that is engaged with the arts and the contemporary world and response to a conversation on the blog you are following that you find interesting and relevant. This is due no later than February 1.

We will discuss them in class. Some possibilities:

a. Howlround ([http://www.howlround.com](http://www.howlround.com))
b. Createquity ([http://www.createquity.com](http://www.createquity.com))
d. Museum 2.0 ([http://www.museumtwo.blogspot.com](http://www.museumtwo.blogspot.com))
e. Engaging Matters ([http://www.artsjournal.com/engage](http://www.artsjournal.com/engage))
f. Nonprofits with Balls ([http://www.nonprofitwithballs.com](http://www.nonprofitwithballs.com))
g. Arts Professionals ([http://www.artsprofessional.co.uk](http://www.artsprofessional.co.uk))
h. Hyperallergic ([http://hyperallergic.com](http://hyperallergic.com))
PRESENTATIONS
Public Speaking and presenting ideas verbally and concisely to an audience is a key aspect of arts presenting. Each class member will be asked to prepare a presentation that presents insights or research on presenting.

SUBMISSION OF ASSIGNMENTS
Unless otherwise instructed, all completed assignments must be completed via Canvas by the noted deadline. When uploading a document, files are required to be submitted in Portable Document Format (PDF) and named in this manner: LastnameFirstInitial_NameOfAssignment.pdf

EVALUATION
The semester grade will be based on the following (1000 points total):
- Class participation, engagement and attendance – Rubric available on Canvas (30%) – 300 points
- Engaging Contemporary Issues in the Arts Assignment (15%) – 150 points
- Final Report/Presentation (20%) – 200 points

GRADING
A+ 98-100%, A 94-97%, A- 90-93%
B+ 88 - 89.9, B 84-87%, B- 80-83%
C+ 78-79.9%, C 74-77%, C- 70-73%
R 69.9% and below

ACADEMIC CONDUCT
Students are subject to Carnegie Mellon University’s policies on academic integrity. Plagiarism is a serious offense and can result in failing the course and other disciplinary action.
Plagiarism includes, but is not limited to:
- Presenting another writer’s work as your own;
- Cutting and pasting content verbatim without using quotation marks to indicate a direct quote or paraphrasing content without citing the source in-text using parenthetical references, footnotes, or endnotes in addition to listing each source on the Works Cited, References, or Notes page in a manner consistent with the format detailed in an approved style guide;
- Providing incomplete or incorrect information about the source cited.

Failure to comply with our academic integrity policies will result in a failed grade for the assignment, and the violation will be reported on your university academic record.

SCHEDULE OF CLASSES & ASSIGNMENTS – Subject to change
Please be sure to consult the online version of the syllabus (not the printed version distributed in class), as guest speaker schedules and reading assignments may change. Reading assignments will be considered “final” one week prior to due date.

January 18, 2018
Special Event: Keyword International Convening w/ Kelly Strayhorn Theater and Carnegie Museum of Art 4:00 – 6:00PM
We will meet at the KST Alloy Studios
5530 Penn Avenue
https://goo.gl/maps/p3vMkNZ9ro
January 25, 2018  
Overview of Presenting – Types, roles, approaches  
Foster Ch.1: Understanding Presenting  
Foster Ch.5: Understanding the Presenter  
Foster Ch. 2: Creating the Performance Experience

February 1, 2018  
Issues impacting Presenting Today: arts in contemporary world discussion; discussion of blog post assignment.

February 8, 2018  
Festivals – attributes, types, historical context, key festival findings, events overview  
Live From Your Neighborhood (NEA Study)  
Live From Your Neighborhood Case Studies

February 15, 2018  
Presenters & Communities --Presenter Audit Assigned--  
Klaic: Facets of Festivals  
Celebration: A Look at the Art of the Festival

February 22, 2018  
Artist Management, Booking Agents and Contracts  
Guest speaker: To be confirmed.  
Shagan Ch.2: Booking – An Overview  
Shagan Ch.12: What Presenters Need from Artists  
Stein Ch.10: Booking the Tour  
National Performance Network Sample Contract
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<thead>
<tr>
<th>Date</th>
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<th>Details</th>
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<tbody>
<tr>
<td>March 1, 2018</td>
<td><strong>Trends in the presenting industry</strong></td>
<td>Foster Ch.5: <em>Understanding the Presenter</em></td>
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<td><em>Guest speaker: TBC.</em></td>
<td>Foster Ch.4: <em>Redefining Presenting</em></td>
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<td>Urban Institute: <em>Capacity of Performing Arts Presenting Organizations</em></td>
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<td>Arts Presenters (APAP) documents</td>
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<td>Think Tank Report</td>
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<td><em>Inside Arts Magazine</em> – fall 2015</td>
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<td>Culture and Conflict Forum Report</td>
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<td>March 8, 2018</td>
<td><strong>Final Session</strong></td>
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